

DOT/EPA

It All Adds Up To Cleaner Air Initiative
Seasonal Theme Program Materials: Fall

PRESS RELEASE TEMPLATE

Draft press release for use in promoting community involvement in the *It All Adds Up To Cleaner Air* Fall Theme Program.

FOR IMMEDIATE RELEASE

CONTACT: (spokesperson)
(phone number)

**(Name of Organization) Kicks Off Fall *It All Adds Up to Cleaner Air*
Transportation and Clean Air Public Education Program**

(City, date) — The (name of organization) kicked off its fall public education program today with the launch of the *It All Adds Up to Cleaner Air* initiative, a year-round public information program that highlights the simple things local residents can do to improve air quality and reduce traffic congestion. The program provides information and resources on actions that fit into busy schedules without major inconvenience, and which will reduce traffic congestion and improve air quality.

The fall program emphasizes several key messages for motorists to consider, including:

- Take mass transit
- Ride your bike or walk instead of driving
- Share a ride or carpool

Insert a quote from a local program spokesperson that stresses the environmental and quality of life benefits or cost savings of using alternative modes of transportation, and the importance of the public's participation. For example: "As the school year starts again it is a good time to begin practicing those clean air and transportation habits that can make a difference year-round. Whether you've got to get to work or get your kids to school on time, keep in mind that using mass transit or carpools will reduce traffic congestion and pollution, and save you unnecessary frustration," said (name of spokesperson, title, organization). "By participating in the It All Adds Up To Cleaner Air

initiative, we are reminding local residents that helping to reduce traffic congestion is simple to do and it has a big payoff in improved quality of life for everyone in (name of community).”

Community activities in support of the *It All Adds Up To Cleaner Air* initiative will include (see Event/Activity Suggestions for ideas). For more information about how you can support the program, or how your organization can join the (name of your coalition), please call (name, phone number).

While the fall program is a local, community-based effort, it is part of a national transportation and air quality initiative sponsored by the U.S. Department of Transportation and the U.S. Environmental Protection Agency, called *It All Adds Up To Cleaner Air*. This initiative informs the public about the connection between their transportation choices, traffic congestion and air pollution, and emphasizes simple, convenient actions people can take to improve air quality and reduce congestion. The fall program also coincides with several related activities sponsored by the American Public Transportation Association (Communities In Motion Day – October 16), the American Lung Association (October is Healthy Lung Month), and the Partnership for a Walkable America (Walk to School Day – October 8).

For more information about the *It All Adds Up To Cleaner Air* fall program activities in (name of community), please contact (name, phone number, e-mail of contact person) or visit the Web site at (your URL).

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